Vector Statements/Claims:

On the Pack:

- "OMNI is the first premium cigarette created to significantly reduce carcinogenic PAHs, nitrosamines, and catechols, which are the major causes of lung cancer in smokers."
- Reduced carcinogens.

On the Web Site:

- "The medical community has identified specific carcinogens that are a major cause of lung cancer in smokers. In a ground breaking move, we have greatly reduced many of these." From the LeBow letter on web site:
- "The three groups of carcinogens that have been significantly reduced are polycyclic aromatic hydrocarbons (PAHs), nitrosamines, and catechols, the major cause of lung cancer in smokers."
- "Researchers found that of the forty or more know carcinogenic properties of smoke, the polycyclic aromatic hydrocarbons (PAHs), the nitrosamines and the catechols were the most harmful.

In the Press Release:

- OMNI cigarettes have significant reductions in all four major classes of carcinogens associated with smoking, including PAHs (polycyclic aromatic hydrocarbons), nitrosamines, catechols, and organics. These classes of compounds, which the medical community has identified as the major causes of lung cancer in smokers, are reduced by 15 to 60 percent in Omni cigarettes.
- There is a slight increase in NNN (nitrosonornicotine) and an increase in NO (nitric oxide).
- Omni cigarettes address health concerns for both smokers and non-smokers by reducing the level of carcinogens in second-hand smoke as well.

Source: https://www.industrydocuments.ucsf.edu/docs/fhjk0001